

## Chetan Bhagat's Revolution 2020 Becomes the Fastest Selling Book Online

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Ahmedabad, India; August 25th 2011: The launch date for Revolution 2020 by bestselling author Chetan Bhagat is finally out. Yes, the much awaited book will be launched in October. Sprucing up for a Diwali launch, it is much anticipated in the readers' circles. Revolution 2020 is set in small-town India and revolves around three friends. Gopal and Raghav are in pursuit of success but with different goals. They are in love with the same girl. Will Varanasi prove lucky for them? Ever since the new book was announced, Indian readers have shown an overwhelming response, proven by the way they have taken to online pre-order options.

Similar response was last seen for Amish Tripathi's 'The Secret of The Nagas'. Online portals were abreast with contests, freebies and author signed memorabilia. Some even had ongoing contests where participants could get lucky and meet the author himself. Amish Tripathi, Rashmi Bansal and Chetan Bhagat are amongst the new age writers. They have changed the way an Indian reader looks at a bookshelf dedicated to Indian authors. New age readership has truly arrived and India is lapping up the literary boom like never before.

Adding to the euphoria surrounding the October launch is the pre-order option. Online marts like Infibeam and Flipkart have started taking pre-orders with much gusto. According to sources, Infibeam offered a whopping discount in the first 24h and recorded over 3000 pre-orders, so much so that, it has become the fastest selling book on Infibeam and others. The sales figures are likely to touch over tens of thousands across portals.

Chetan Bhagat is a name that needs no introduction, more so for Indian readers. A mention of this prolific Indian author, conjures up images of love, friendship, quest for success, a dash of romance and much more. His debut novel struck a chord with the readers and still continues to satiate the quest for the ultimate campus book amongst young readers. Critics claimed that it was beginner's luck, but the author has proven them wrong with his subsequent novels, all of which are bestsellers. Besides, two of his novels have inspired Hindi movies.

There is a lot of anticipation for his latest release Revolution 2020. Will the Paperback King Of India, pleasantly surprise his fans yet again?

[www.infibeam.com/Books/revolution-2020-chetan-bhagat/9788...](http://www.infibeam.com/Books/revolution-2020-chetan-bhagat/9788...)

Infibeam.com is India's leading eCommerce portal with a selection of more than 100 lac products across books, media, lifestyle, gifts, electronics and automobiles. Infibeam.com is known for its innovative navigation, lowest prices, free shipping and dedicated customer service.

Infibeam.com also offers its web-store technology and associated infrastructure as a service to well-known brands and retailers such as NDTV, K Sera Sera, Hidesign, TTK Prestige etc.

Infibeam.com was founded in 2007 by a group of ex-Amazon employees with expertise in e-commerce and technology. Headquartered in Ahmedabad, Infibeam has 250 employees based out of offices in Bangalore, Delhi, Kolkata and Mumbai. The leadership team consists of MIT, IIM and IIT graduates amongst others with more than 100 years of combined experience in Retail and eCommerce.

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